

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA AMERICA'S CUP COMMITTEE
THURSDAY, NOVEMBER 3, 2011
6:00 PM

1. CALL TO ORDER

The meeting commenced at 6:07 p.m.

Present: Kathie Woulfe, Brad Shook, Jack Boeger, John Platt, Kame Richards, Dave Bloch.

Absent: Christopher Seiwald, David Forbes, David Lee, Jim Oddie, Leslie Cameron.

Staff: Eric Fonstein

1. CALL TO ORDER AND ROLL CALL

2. **MINUTES**

2.a. Approved Minutes of the Meeting of October 6, 2011.

3. **CONSENT CALENDAR**

4. **ORAL COMMUNICATIONS – PUBLIC**

5. **UNFINISHED BUSINESS**

6. **NEW BUSINESS**

6.a. Presentation by Adam Van de Water, Assistant Project Director for the 34th America's Cup, City and County of San Francisco.

Mr. Van de Water made an I-Pad presentation reviewing the planning and logistics for the 34th America's Cup and related events (see attachment) and answered questions from Committee members and the public in attendance.

Mr. Platt: Will you have other places for ferry service?

Answer: Alameda locations are in their transportation plan called the "People Plan." North Bay ferry service presents more of a challenge with the race course compared to the East Bay. They have talked with WETA and are able to use disaster preparedness

funds for temporary floating docks. They are discussing with Bay Ship & Yacht possibility of pier at Treasure Island.

Woman asked: Has the America's Cup Event Authority (ACEA) considered using the USS Hornet as a platform for the news media in the middle of the Bay.

Answer: ACEA has their own in-house media and television operations that they plan to package and sell to outlets. He had heard that there may be interest in using the Hornet for high-end Bay tours.

Mr. Bloch: Asked about legal restrictions on logo use.

Answer: ACEA is very protective on brand and identity. They are working with an IP attorney to develop general marketing guidelines for businesses.

Woman asked: Will there be marketing guidelines for hotels?

Answer: Yes. It would be helpful to have style guides for help "rational actors," such as hotel operators.

Man asked: Will other events or conventions avoid Mascone Center because of AC34?

Answer: Some may, but many events want to tag along to AC34 and its attraction capabilities. AC34 will not interfere with Fleet Week.

Ms. Woulfe: How will cities in the region funnel information and work with City/County of San Francisco?

Answer: They are working with regional transit authorities and agencies to coordinate transportation. Mr. Van de Water will be the point of contact for city representatives.

6.b. Discussion of Collateral Materials to support the Committee's activities.

Mr. Bloch handed out draft talking points for the committee to review. Mr. Bloch and Mr. Boeger will meet with Mr. Seiwald next week. Mr. Van de Water said that ACEA can register members of the press to have access to official AC34 photos.

Mr. Fonstein circulated a draft marketing flyer for space available at Alameda Point.

7. REPORTS

Messrs. Platt, Bloch, and Richards will be attending the World Series events in San Diego.